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ABSTRACT

The Community Video Workshop, a pilot project being undertaken by the Alternate Media Center of New York University's School of the Arts in cooperation with ATC and Berks TV Cable Company, was intended to make cable television facilities available to Berks County. This document consists of a collection of newspaper clippings, letters, memos, and descriptions which serve to illustrate the activities of the project. (SH)

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ATC

AMC
ALTERNATE MEDIA CENTER

A story about people

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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EM011 008

BERKS CABLE CO.

CVW5
COMMUNITY VIDEO WORKSHOP

"Community Public Access is one of the real benefits that can now be provided to our nation's citizens within the framework of the technology that exists today. It is vital that the concept of Community Public Access be extended throughout the CATV Industry. We feel, together with the Alternate Media Center, that it is not enough just to provide facilities, time and resources from the CATV System to the Community. There must be a catalyst to act as an inter-agent between the Community and the Cable facilities. We must also provide one final and necessary ingredient ... that is commitment to the ideal of providing a meaningful access facility."

Monroe M. Rifkin, President
American Television and
Communications Corporation,
April, 1972

VIDEO TAPESTRY

Cable Television Programming Created and produced by
Community Video Workshop.

A Pilot Public Access Project by the Alternate Media Center of New York University's School of the Arts in cooperation with the American Television & Communications Corporation, Berks Cable Company in Reading, Pennsylvania.

VIDEO TAPESTRY - A Summary

The intent of the Community Video Workshop, a pilot project being undertaken by the Alternate Media Center of New York University's School of the Arts in cooperation with ATC and Berks TV Cable Company, is to make cable television facilities available to any individuals or organizations in Berks County. In addition to training community members to use portable video equipment, they are also schooled in program development. The original goal being to produce a weekly hour of community produced television programs to be shown on Berks TV Cable Company's local origination channel.

The following pages exemplify the tremendous enthusiasm generated by the Community Access project and the dedication, work and man hours that have gone into taping, training, and producing Video Tapestry. According to Phyllis Johnson of AMC and project coordinator, the results have been a success greater than was expected by anyone at NYU.

The "Community Video Workshop" began with an idea and has grown to a group exceeding fifty members and has created well over one hundred usable tapes in three months with two Sony Porta-Paks and a 3650 editing machine.

The direct benefits of improved community relations will be highlighted on the following pages. They will illustrate how

a cable system can improve its public relations by concentrating on the communities' need for improved communications among its citizens.

PROJECT DESCRIPTION

The Community Video Workshop in Reading began as many extremely successful projects do, as a small seed and the nucleus of an idea. Monroe M. Rifkin, President of ATC clipped a newspaper article from the Denver Post and sent it to his Vice President in charge of East Coast Marketing, John Gault. The article concerned community access television and New York University School of the Arts' Alternate Media Center. Rifkin urged Gault to pursue the possibility of a pilot project with their company and NYU.

Through a series of meetings and an adequate amount of correspondence between ATC and the Alternate Media Center, it was decided that Berks TV Cable Company in Reading, Pennsylvania was the logical site for a Community Access project. Mrs. Red Burns, Executive Producer of the Alternate Media Center in New York and an NYU faculty member, visited Reading late in 1971 along with another AMC staff member, Phyllis Johnson. Mrs. Johnson had been selected to coordinate the project in Reading and train community members in the use of video equipment and program development. The trip was made to get a pulse beat of the area and gain insight about its residents. One major factor in the selection of Reading aside from the local cable company's productivity was the active Model Cities program currently being conducted. AMC was throughly convinced after seeing the city and meeting the Berks and ATC staffs that Reading was the place to conduct the project that is currently, according to Mrs. Burns "..without precedent in the rapidly growing

cable television industry".

Mrs. Johnson moved to Reading on a temporary basis in Mid-January. Her function has been to organize the Community Video Workshop, teach classes on operating the Sony half-inch equipment, and work the Berks TV Cable closed-circuit department in scheduling. A twelve-inch newspaper ad and a news story run in the Reading Sunday Eagle January 23rd ignited the spark that exploded into an inferno of enthusiasm throughout the community.

Classes have been running regularly since that initial publicity was released. The group has exceeded fifty members and is still growing. Over two hundred tapes including practice sessions, wo rkshop meetings and classes have been cut. The signout sheets are ev idence of the frenzy of interest and dedication to this project.

The Alternate Media Center, funded by the Alfred and Mary Markle Foundation, originally sent two Sony Porta-Paks and the necessary 3650 editing equipment to be used by the Community at no charge. Since the success of the project was so quickly determined, Berks TV Cable purchased identical equipment and returned the original gear to the Alternate Media Center. The project is continuing to grow at such a fantastic pace that a request has been put through to double the amount of equipment in order to accommodate the Community.

Mrs. Johnson is phasing her services out and visits Reading periodically to check equipment, progress and production. A full-time employee, Joseph Masciotti, has been hired to coordinate the program, handle scheduling and teach classes. Masciotti was one of the original members of the Workshop and showed such enthusiasm, interest and ability that he was selected for the vitally important position. The fact that he is a Reading native enables him to function extremely well as a project coordinator. He, of course, continues to sign out the equipment himself and creates a variety of interesting tapes both for class use and for the cable.

A regular Video Tapestry schedule has been running on the cable for the past month. The program is first run at 1:00 PM each Wednesday. This gives the Workshop two days' editing time if necessary. The same program is repeated at 9:00PM Wednesday, and at 10:30 AM and 3:00 PM on Thursday. The Workshop people were particularly fervent in their request for several time slots at different time periods. They truly want to reach everyone because their programs cover such a vast range of subjects. The group has expressed satisfaction at the selected time slots. These slots were chosen at a meeting with Mrs. Johnson and Joe Maxymillian, Berks Program Director.

The future of the projects holds great optimism for the Community, especially for those who have become deeply involved

in the projects. Housewives have said that the whole concept brings a light to their eyes that they never thought possible. Businessmen and women have acquired a much needed avocation and service minded members have found a new public relations tool for their organizations. There is no end to the good that is being done and will continue to be done with this fantastic project. It is indeed mindboggling, but it is the kind of progress that is necessary in their troubled world of faction groups. Here, everyone has a say and he has the opportunity to produce a television program and say it to thousands of people and those thousands of people have the very same opportunity.

It is truly a project that can achieve far greater merits than can possibly be expressed in words. The success can only be measured by the pride that wells up in those persons who are creating a whole new world with a simple, half-inch television camera.

THE DENVER POST Thursday, Oct. 7, 1971

Cable Offers Chance for 'People's TV'

..By McCANDLISH PHILLIPS

Copyright, 1971, Denver Post-N. Y. Times

NEW YORK — Television of the people, not just for the people, has begun in the United States.

In places as dissimilar as Tullahoma, Tenn., and New York, it is now in operation. Citizens are turning a video eye on their own communities and telecasting the result to their neighbors, without professional intervention.

In Cape May, N.J., and Charleston, W. Va., people who once regarded telecasting as inaccessible — a remote, massive and forbiddingly expensive enterprise — are finding that it isn't a great deal harder to use than the telephone system.

Barbara Haddad Ryan is on vacation. Her column will resume on Oct. 25.

Using light, highly portable equipment, with half-inch videotape that costs less than $12 for half an hour, citizens can cover issues of local concern — black lung among coal miners near Charleston, for instance — and then put the result on a cable television channel.

Citizens in the places named above have been receiving help from a small office at New York University here, called the Alternate Media Center. It's devoted exclusively to cultivating cable television as an outlet and resource for local nonprofessional communicators.

The center was opened in April. Its staff believes that if the people don't move quickly to exploit the open channels and abundant time available on cable systems, these will soon be filled with canned programs or low-grade public service offerings.

Two-Hour Documentary Produced

An example of the type of program that can be produced is a two-hour documentary shown on cable TV here about the development of a community protest over a traffic light.

It shows the protesters gathering in the street, the arrival of the police, the order for the protesters to leave and their refusal, discussions with a sergeant and later a captain. It traces later developments as well.

"What has happened with regular television has happened, but cable television is a whole other structure," said Mrs. Lloyd Burns, a founder of the center.

"Cable, at its infancy, offers a whole decentralized opportunity, as opposed to a massified network," she said. "People who never had access to media before have the opportunity right now."

As she and the center's director, professor George C. Stoney, see it, the kind of programming sent out on cable television for the next 20 years will "be determined, we believe, in the next two or three years."

Alternative to Local Action

If local citizens don't act effectively in that time, the center sees the future of cablecasting in terms of sports events, films, national news shown by having a camera read a teletype machine and "a revolving drum that carries the time of day, the weather, stock quotations and a plethora of advertisements."

"Once such an easily plotted, profitable format becomes established," they say, it will be as hard to change as to get "radio stations to give up the 'top pop 40' format once they have found they can coin money by putting it on tape, ad libs and all."

"Essentially we're giving people a voice," Mrs. Burns said. "We produce programs as prototypes, but our function is not chiefly that of a program producer. We're showing people how to become their own medium makers."

The center will, typically, produce a tape on consumer fraud. Certain aspects of the matter are general and national, but local groups are told to add to it a tape on "how fraud is perpetrated in your community."

ATC

INTER-OFFICE MEMO

October 15, 1971

To: John F. Gault

From: Monroe M. Rifkin

Dear Jack:

According to the enclosed article, the Alternate Media Center is devoted to cultivating cable television as an outlet and resource for local non-professional communicators.

I would suggest that you get acquainted with the people there and generally find out if there is some manner in which we might work together.

Best regards.

Sincerely,

M. Rifkin

Monroe M. Rifkin

MMR/jt

Enclosure

AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
300 FILLMORE STREET • DENVER, COLORADO 80206 • PHONE (303)-399-1718

JOHN F. GAULT, *Vice President, Marketing*

511 HEMPSTEAD AVE.
SUITE 12
WEST HEMPSTEAD, N. Y. 11552
(516) 538-7482

18th,
OCTOBER
1971

Chairman George C. Stoney
Institute of Film and Television
Undergraduate School
New York University
51 West 4th Street
Room 65
New York, N. Y. 10003

Dear Chairman Stoney:

We at American Television and Communications Corporation are trying hard to be one of the leading innovators in providing local origination for community interest as well as attempting to provide access in our cable television operations.

I would very much like the opportunity to meet with you and discuss the broad range of communications services available through cable television and its potential benefits to the citizens of the community in which it serves.

I would welcome your call to my office in West Hempstead to arrange a convenient date.

Very truly yours,

John F. Gault

JFG:lc
cc: Mr. M. Rifkin

INTER-OFFICE MEMO

18th,
NOVEMBER
1971

TO: MR. M. RIFKIN

FROM: JOHN F. GAULT

SUBJECT: Alternate Media Center - Reading, Pa.

Dear Monty:

I had a further discussion with Professor Burns of the Alternate Media Center of NYU who is the Executive Producer. We agreed that we would like to do the following:

1. ATC and the Alternate Media Center would embark upon a joint venture in Reading, Penna. to establish a pilot Community Access Center within the community to encourage access to cable television by all segments of the community through the provision of specialized personnel and portable equipment from the Access Center.

2. The Alternate Media Center will provide one of their top people who will go to Reading and live there for four to six weeks to establish the Center and take with her a Sony Porta-Pak unit to shoot her tapes.

3. We would agree to provide the access center, a telephone, and would pick up one half of her salary ($100 of $200 per week) and half of her living expenses.

...continued...

What we hope to accomplish is the creation of a defined program for establishing and developing community access centers in cities that already have -- as well as those cities that are about to have -- cable television systems constructed.

Professor Burns expects a letter from me very shortly confirming this agreement between ATC and the Alternate Media Center.

Best,

JFG:lc

AMERICAN TELEVISION & COMMUNICATIONS CORPORATION
300 FILLMORE STREET • DENVER, COLORADO 80206 • PHONE (303)-399-1718

JOHN F. GAULT, *Vice President, Marketing*

511 HEMPSTEAD AVE.
SUITE 12
WEST HEMPSTEAD, N. Y. 11552
(516) 538-7482

24th,
NOVEMBER
1971

Professor Red Burns,
Community Media Coordinator
Alternate Media Center
New York University
144 Bleeker Street
New York, N. Y.

Dear Red:

I am writing this letter to confirm the proposed arrangements between American Television and Communications Corporation and the Alternate Media Center. We agree to the following:

1. ATC and the Alternate Media Center would embark upon a joint venture in Reading, Penna. to establish a pilot Community Access Center within the community to encourage access to cable television by all segments of the community through the provision of specialized personnel and portable equipment from the Access Center.

2. The Alternate Media Center will provide the venture with one of their top people who will go to Reading and live there for four to six weeks to establish the Center, and take with her a Sony Porta-Pak unit to shoot her tapes.

3. ATC will agree to provide:

   a. the Access Center;
   b. a telephone;

...continued...

c. agree to assume one half of the salary of the person selected by the Alternate Media Center to go to Reading ($100 of $200 per week); and

d. half of living expenses incurred.

We look forward to working with the Alternate Media Center, you, and your highly-talented personnel with the hope that we will be able to create a clearly-defined program for developing and establishing Community Access Centers throughout the Country.

Best,

John F. Gaunt

JFG;lc
cc: Mr. M. Rifkin

AMC
ALTERNATE MEDIA CENTER at New York University, School of the Arts

December 2, 1971

Mr. John F. Gault
Vice President, Marketing
American Television & Communications Corp.
511 Hempstead Ave.
Suite 12
West Hempstead, N.Y. 11552

Dear Jack:

Thank you for your letter of confirmation dated November 24, 1971. We expect to begin the project January 15th and look forward to working in Reading.

You will recall that in our discussions we talked about the necessity of continuing after the six week period in ways that would reflect the identity and needs of the Reading community in order for it to be a truly indigenous program.

The object of the initial work in Reading is of course to establish the viability of a Community Access Center.

Once the six week period is over we should be able to assess how the Access Center can effectively continue as a cooperative project between the cable station and the community.

After the initial period the Alternate Media Center would continue its affiliation as a training resource; American Television and Communications would contribute the hardware and space; and those members of the community who have become active participants would generate programming.

The Access Center should become a self sustaining operation in the community. We very much appreciate the opportunity of working with ATC on this pilot venture which probably for the first time in the history of media in this country joins together the resources of an academic institution, industry and a community in common cause.

Best,

Red Burns
Executive Producer

RB:pw

144 Bleecker Street, New York, N.Y. 10012, Telephone (212) 598-3339, 260-3990

READING EAGLE, SUNDAY, DECEMBER 5, 1971

Reading Picked for Pilot TV Project

A pilot public access project will be undertaken in Reading in January by the Alternate Media Center of New York University's School of the Arts in cooperation with the American Television and Communications Corp., the nation's third largest cable television company.

The project is designed to make cable television facilities available to any individuals or organizations in Berks County, and to train them in the use of video equipment and the developing of program material.

Monroe M. Rifkin, president of ATC, said the facilities and personnel of the Berks TV Cable Co. are being placed at the disposal of the Alternate Media Center for carrying out the project.

Owns Two Firms

Berks Cable, with more than 18,000 subscribers in central Reading, is owned by Reading CATV, Inc., which ATC manages and in which it has a one-third interest. ATC also owns the Suburban TV Cable Co., a 7,000 subscriber system serving Reading's suburbs.

Earl W. Haydt, general manager of the Berks and Suburban Cable companies, said the objective of the project is to establish a community access center which would monitor and schedule requests for the use of public access time on the cable and which would develop community programs.

Mr. Haydt said Phyllis Johnson of the Alternate Media Center staff will move to Reading shortly after the first of the year to coordinate the project. An advertising and publicity campaign will be conducted to inform residents of the project.

Mr. Haydt said, "Basically, what this project boils down to is we will teach people to use the video tape recorders and sound equipment for any activity — social, athletic, governmental, etc. — which has been scheduled by the access center.

"Then the tape will be edited by our staff and fit into our broadcast schedule."

Mr. Haydt said the project "underscores our belief that cable television has a community responsibility. We want to back this belief with cameras and other facilities to help the public learn how best to present its views."

"The reason Reading was chosen," Mr. Haydt said, "is because our companies have been active in a community relationship program since 1967. Also, Reading has one of the bigger and more successful Model Cities programs in the country, and the city and its suburbs comprise a good cross section of society.

"This will provide our project with a variety of people and situations which should make for some interesting programming."

Without Precedent

Mrs. Red Burns, executive producer of the Alternate Media Center in New York, and a member of the NYU faculty, said, "As far as we know, this project is without precedent in the cable television industry."

Mrs. Burns said the Alternate Media Center is funded by the Alfred and Mary Markle Foundation.

She said plans for the Reading project call for live and taped cablecasting. The Alternate Media Center crew with the help of the Berks TV Cable staff will operate around the community with half-inch portable videotape recorders while providing instruction in their use.

Mr. Rifkin said if the project is successful in Reading, it will serve as a model for similar operations throughout the country.

AMC
ALTERNATE MEDIA CENTER at New York University, School of the Arts

December 15, 1971

Mr. John F. Gault
American Television & Communications Corp.
511 Hempstead Avenue
Suite 12
West Hempstead, N.Y. 11552

Dear Jack:

I received a letter from Willian N. McDonald III on the Reading project with the enclosed clipping from the local Reading Eagle. It was a good piece; my only problem is the quote by Earl Haydt which says, "Then the tape will be edited by our staff and fit into our broadcast schedule." One of the things that we talked about was a cooperative project between the community and the station. I would really hate to get started with the notion that the station is going to edit the material. I think it's terribly important when we begin that everybody is very open to the real cooperative possibilities that we are hoping to establish. It is possible for a community and a cable station in a combined effort to deliver material over the cable that is not just community oriented but community involved and originated.

I don't want to be nit picking, but I do want to stress that we are involved together in a new concept. And if the information sounds as though the Reading cable station is adopting a paternal attitude, I feel the project can be undermined.

I look forward to seeing you after the first of the year. I hope you have a pleasant holiday.

Sincerely,

Red Burns
Executive Producer

RB:pw

144 Bleecker Street, New York, N.Y. 10012, Telephone (212) 598-3339, 260-3990

BERKS CABLE CO.

P. O. BOX 107, READING, PA. 19603 • TELEPHONE (215) 376-6341

December 22, 1971

Mr. John F. Gault
511 Hempstead Ave.
West Hempstead
New York 11552

Dear Jack,

Thanks much for the letter from Red Burns remarking about the newspaper article which quoted me as saying, "edit".

I can assure you that Red Burns and I agree that the word "edit" does not exist. However, newspaper writers are accustomed to using this term. We can look forward to seeing it used until they strike the word "edit" from their vocabulary when referring to Public Access.

Sincerely,

Earl

Earl W. Haydt

EWH:cwe

cc: Red Burns

Have Something to Tell Community? Here's Your Chance

Free TV Time Available to Anyone

Mrs. Phyllis C. Johnson, second from right, of the Alternate Media Center at New York University, explains operation of equipment to be used in a local pilot television project to members of the Berks TV Cable Co. staff. Listening are Joe Maxymillian, left, program director; Donald C. Lotz, chief engineer; and Susan I. Shiber, advertising and public relations director.—Eagle Photo.

By DONALD L. DEIHM
Eagle Staff Writer

You say your block needs more street lights? And stop signs would be a help, too?

You fellows at the local pub, you think your gang has some ideas for making this a better city?

Maybe you have an interesting hobby, or maybe a friend has a special knack you would like the community to know about.

It doesn't matter whether you have an ax to grind or someone to praise, you can state your case on television. That's right, if you or your group has something to say, there's free air time waiting for you on Channel 5 of the Berks and Suburban TV Cable companies.

Do It Your Way

What's more, you can tell it your way. You tape the show and edit it yourself.

Don't worry about not having the technical knowledge of a professional producer.

"No experience is necessary," according to Mrs. Phyllis C. Johnson of the Alternate Media Center at New York University. Mrs. Johnson has just arrived in Reading to coordinate this noncommercial pilot project.

"We'll teach people to use easy-to-operate equipment," Mrs. Johnson explains. "I'll begin forming classes as soon as I have an idea of how many are interested."

An individual can contact Mrs. Johnson at the Berks TV Cable Co. office, 1112 Muhlenberg St. She will teach use of a half-inch videotape machine and camera, and in short order the person will be able to take the equipment into the community and start taping.

Few Classes Needed

"It will take only two or three classes of two to three hours for people to learn to operate the equipment," Mrs. Johnson says. "Many may want to start filming after the first class; others may want to practice much longer or go out in teams at first. It's up to the individual to decide when he feels confident.

"I also will go out with people to help them develop their ideas."

Mrs. Johnson anticipates having at least one evening and one Saturday class. The classes will be conducted at the cable company, although Mrs. Johnson also is willing to give instructions to groups at their meeting places.

Subject matter is at the discretion of the new producer, as is the taping location — on the street, in living rooms or at the friendly neighborhood tavern.

Controversy Welcome

Controversial material is welcome. "We hope to make some people mad," Mrs. Johnson says, "and get some real discussion going.

"This is an open forum, a way for the community to have a free exchange of ideas. The station will not make editing decisions. We do not believe we have the right to edit a person's statements.

"People may do their own editing, and they can remake tapes."

Mrs. Johnson gave examples of programs that have been produced in New York City and Cape May, N.J. by making cable television facilities available to the public.

In New York, tenant groups explored the conditions of wanted to get rectified. In conhousing and cited problems they junction with women's lib, groups used cablecasting as a way to look into women's problems and attempted to show women to themselves.

A youth interviewed fellow high school pupils to gather information about the school and to bring out things they felt were wrong with the school. Teen discussions have been taped to give the younger generation's point of view.

More personal, creative endeavors were undertaken by a garageman, who filmed people who passed through his garage on a given night, and a sculptor, who shot nature scenes and some of his favorite places and put music to the tape.

The local programs will receive prime time exposure, according to Earl W. Haydt, general manager of the Berks and Suburban Cable companies. "We're thinking in terms of 7 to 9 weekday evenings, with the number of days hinging on the material that comes back," Mr. Haydt says.

Why Berks First?

How did this opportunity come about for Berks County residents?

Mr. Haydt explained that Monroe M. Rifkin, president of the American Television and Communications Corp., made the initial contact with the Alternate Media Center. (The Berks and Suburban Cable companies are owned by ATC, one of the nation's largest cable television corporations.)

Mr. Rifkin suggested the Alternate Media Center send a staff member to Reading to consider the city for the pilot project. Mrs. Johnson made the visit and got a "definite feeling the town was interested."

Berks and Suburban Cable already had a history of working with the community, Mrs. Johnson noted. She cited the Spanish-speaking and high school programs as examples. ATC considers Reading its "model city for cablecasting," Mrs. Johnson said.

As the project has been set up, the Berks TV Cable Co. is making its facilities and personnel available to the Alternate Media Center, which is funded by the Alfred and Mary Markle Foundation.

Mrs. Johnson, the community resource person for the undertaking, received a master's degree in film and television from Stanford University. She moved to New York and was a free-lance documentary film producer for four years. Working mainly on social and medical themes, she produced films on the emotions of children in hospitals, old age, family planning and diabetic children in summer camp. She joined the Alternate Media Center last July.

Looking to the future, Mrs. Johnson envisions the Reading project moving to a storefront in center city with a community committee keeping the cameras rolling.

Okay, folks, silent or loud, majority or minority, if you have something to say, here's you chance.

YOU CAN BE THERE

Producing Your Own TV Show

That's right . . . Cable Television can be the means of telling the Community your story in your way. You run the show. You can operate the portable equipment and take it anywhere after two or three simple lessons. Learn all about it today and soon your show can be on Cable Television

FREE WORKSHOPS

NOW FORMING

All You Need Is:

- An Interest In The Community
- A Cause To Talk About
- An Idea To Explore
- You Tell Us

CALL PHYLLIS TODAY

BERKS TV CABLE CO.

PHONE 376-6341

BERKS TV CABLE CO.

1112 MUHLENBERG ST., READING, PA. • TELEPHONE (215) 376-6341

MAILING ADDRESS: P. O. BOX 107, READING, PA. 19603

February 2, 1972

Mr. John Gault
ATC Corporation
511 Hempstead Avenue
West Hempstead, N. Y. 11552

Dear Jack:

Enclosed is Capital Appropriations request to beef-up the hardware aspects of our community access program in cooperation with the Alternate Media Center at New York University. I am enclosing a copy of the news release we got after Phyllis Johnson arrived with one Sony Porta-pack deck. Needless to say, the response from the community is excellent. To date, Phyllis has visited Kennedy House, The Community Center, and the Fellowship House. She also appeared on our Channel 5 Spanish program, explained the program we are setting up, and talked to their citizens committee. The following organizations are awaiting time to use the equipment:

League of Women Voters
Jewish Community Center
Indian Guide
Girl Scouts
Humane Society
Exeter Bible Church
Handicapped Action Committee
Junior Achievement Program

Many individuals are awaiting time to explore problems in the educational system and explore civic programs in general.

...continued...

Enclosed is a copy of the ad we ran following the newspaper story. Under the circumstances, you can see we are curtailed in expanding our operation with only one tape unit to work with. Within two weeks, we expect to be airing at least one hour a week. Phyllis has already set up many speaking engagements. We also have requests from an additional 14 people wanting to join a beginners' class.

Red, Phyllis, Don and myself look to needing four tape decks. We supply two, they supply two. We must figure a fair share of down time into our technical aspects of the program. The edit machine is necessary to take tapes and edit them from all four units onto a complete program format to be effective in the community. Eventually, we hope we can remain in the original transport business and the communities will pick up the hardware and backup part of the program.

We discussed the possibility of operating from a store front downtown, but mutually agree at this time we operate from our place of business - at least until we get off the ground with the overall concept. We will, naturally, include this publicity and effort in our advertising.

More information will follow as program develops.

Regards,

Earl W. Haydt

Earl W. Haydt
Manager

BILL OF MATERIAL

System Name Berks TV Cable Company

Ordered on PO 9726

Capital Appropriation Request No. 49-21

Name of Vendor	Acct'g. Code	Description	Part Number	Quantity	Unit Price	Material In Inventory Total Cost	Material to be purchased Total Cost
Technisphere		Sony Portopack Deck	3400	2	1270.00		2540.00
		Electrovoice microphone	635AKG	2	69.00		138.00
		Sony 8" monitor		2	165.00		330.00
		32' camera extension cable		1	50.00		50.00
		16' camera extension cable		1	33.15		33.15
		Microphone extension cables		2	4.50		9.00
		½" Video tape half hour reels		48	12.00		576.00
		RF Units		2	42.00		84.00
		Sony Editing Deck	3650	1	845.00		845.00
		Sony Cable Connection set for editing		2	10.80		21.60
		Lowell Portable lighting kit		1	200.00		200.00
		(6 bulbs - 2 cords - 2 stands - 6 brackets - carrying case)					
		This quote was received from					
		Jack Goldman					
		Technisphere					
		141 Lexington Ave.					
		New York, N. Y.					
		Ph 212-684-3136					
		Quote requested by Phyllis Johnson					
		Alternate Media Center NY University					

Total Material On Hand Cost

Total Material For Purchase Cost

Total Material Cost 4826.75

ATC Form 403 8/71

Note: Refer to the latest systems P.O. File to find unit prices for items listed.

We're ready for you to watch:

Video Tapestry

produced by

the new Community Video Workshop

Reading citizens are creating and producing their own programs for cable television **with the camera that goes with the people, where the story is.**

See it on **Cable Channel 5**
Repeated 3 times for viewing convenience

Wednesday	Thursday
1:00 – 2:00 p.m.	10:30 – 11:30 a.m.
9:00 – 10:00 p.m.	3:00 – 4:00 p.m.

This week:

RED LIGHT OR RED TAPE:
human stories on the scene, of how the fear of traffic affects the lives of residents of Schuylkill Ave. and Ave. A.

ONE SUICIDE A WEEK:
a discussion of suicide in Berks County and the HELP emergency telephone service, videotaped right in the living room of a Reading citizen.

It could be your story –
New classes are forming. If you would like to join this free workshop, **two** lessons will start you off.
Call 376-6341

BERKS & SUBURBAN CABLE CO'S.

BEFORE YOU GO OUT TO SHOOT

YOU SHOULD KNOW:

WHO ARE YOU??

You DO NOT represent the Berks TV Cable Co.
You are a private citizen and a member of a community workshop that is open to anyone.

THE EQUIPMENT

POWER

AC Power Pack

Converts wall current to direct current. Connect to External Power In. Turn on power.

Batteries

Take along more battery power than you think you will need.

BP 20 batteries

How to put it in the back of the deck. How to check whether charged. Duration: 30-45 minutes. Take one per tape you intend to shoot.

How to charge: plug into AC power pack for three hours. (More is OK). REMOVE BATTERY WHEN YOU ARE THROUGH SHOOTING. If you do not return it fully charged, leave it on charge with a note about what time you left it.

BP 30 batteries

Connect to ext. power in (same place as AC power)
Duration: about one and a half hours.
To Charge: connect white plugs; use wall current.
8 hours for a full charge. IF YOU DO NOT RETURN IT FULLY CHARGED, LEAVE IT ON CHARGE WITH A NOTE STATING THE TIME YOU LEFT IT.

THREADING THE DECK

When putting on real, position properly on pin.
Follow arrows drawn on deck, and check diagram on lid when in doubt.
HANDLE TAPE CAREFULLY. DO NOT DRAG IT THROUGH THE MIRE OF LIFE.

When tape is threaded, DOUBLE CHECK.

Positions on recorder: Know what each one is for.

--rewind--stop--forward--fastforward--record--

PLAYBACK

Using special monitor:
8-10 pin connects deck to monitor. Set deck on TV position; monitor on VTR position, thread tape. Put deck on forward.

Using ordinary TV
RF unit: convert signal on tape to TV frequency. Connect RF out to VHF antenna connection. Set Channel selector on Channel 3 or 4.

RECORDING

Use extension card unless you are carrying the deck on your shoulder. Connect ext. cord tightly and screw in. Put deck on record position. Check camera/tv switch (recording/playback).

Tracking control used in playback only.

SOUND

Microphone in camera: know its capabilities.
Connecting external mike: how to keep the plug from pulling out. Handling mike (prevent noise). Do not handle cable connection. If possible, do a test of the sound in the room before beginning your recording. When others are going to handle microphone, explain its use.

CAMERA

Vidicon Tube
WHAT ARE BURNS? HOW DO THEY HAPPEN?
Try to keep camera in horizontal position when shooting and otherwise.

Lens - Contrast (light level)

Lens continued

KEEP IN CLOSED POSITION ("C") AT ALL TIMES WHEN NOT RECORDING.

ALWAYS shoot with higher contrast than you think you want.

Other settings:
Zoom
Focus (most difficult in wide angle, but do the best you can).

When are you shooting?
Turning the camera on and off: two methods.
Red light on when recording.

WHEN YOU ARE SHOOTING

Begin with 30 seconds of blank on beginning of tape.
Lens in closed position; mike cable plugged in. Record 30 sec.

Try to do a test first to be sure heads are clean.
Playback through viewfinder. Listen through earphone in side-pocket.

Position of deck when shooting

IMPORTANT: What makes the tape wind around the capston?
When this happens:
Work it out gently or cut carefully with razor.
Check to be sure heads are still clean.

When you carry the deck from place to place, re-check threading.

Place deck in location where it will not be bumped into.

Keep lid tightly closed.

LIGHTING

The bracket:
where will it go?
The poles:
how to attach bracket.
how to position them safely in room.

Bulbs
wattage: know where fuse box is, if wiring is old.
no switch to turn off and on: unplug when not using. LET COOL before removing.

bulbs continued

Bounce light versus direct light: when and why?

Keep light out of picture.

HEAD CLEANING

Sympton of dirty heads: Sound but no picture. You don't know till you play back.

Cleaning with Spray: always do it before taking out deck.
Cleaning with swabs: If test indicates this is necessary.
Use gentle horizontal motion.

CHECKING OUT EQUIPMENT

Sign up on board
Make pre-arrangement for special requirements:
taking monitor
extension cables for microphone
extra lights (more than 3)

Sign sheets when checking out equipment
sign for everything
indicate numbers of equipment and tapes
take head cleaner

When returning equipment:
check off everything one by one
REPORT MALFUNCTIONS, BROKEN BULBS, ETC.

LABELING TAPES

After shooting tapes, rewind, and make sure number on reel corresponds to number on box.

Make up a title and put it on label on side of box. THIS IS IMPORTANT. On front of box, make a record of use the tape has been put to: date, title, your name, and description of tapel

SOUND DUBBING ON PORTAPACK

Turn down volume on monitor after you find place you wish dub to begin.
Connect microphone.
Engage sound dub, and place recorder in forward position.
Start dub.

READING

Why Reading?

That was a question that must have been asked a hundred times when the Reading project was first announced and even more often later when people began to realize what it could mean.

It was a good question because no one in Reading had asked for open access to cable television. They didn't know what it was. They had no idea what to use it for. There were no pre-existing groups working in half-inch video tape, such as there are in many towns and cities throughout the country.

The Reading project originated when two organizations the Alternate Media Center and ATC, a commercial cable company, decided to join forces and start something. Out of their numerous franchises, ATC picked Reading because it had a high percentage of homes cabled, (about half), it was convenient to New York, and it had a forward looking management with a record for imaginative community service.

What was the Reading project?

The Reading project was <u>not</u> a master plan with defined objectives. It was a way to provide the tools and the

environment for an idea to grow. What would happen in a middle sized, Middle America kind of city if people were given not only open access to television, but the machines and the training to use it?

Initially, AMC carried the ball: providing two Portapacks and a full-time staff member to train people to use them. The project was to be assessed after six weeks and if things had gone well, ATC would buy their own equipment. AMC would be consultant, ATC provider. But it would be up to the people of Reading what would emerge.

A preliminary visit to Reading had indicated that community access would have fertile ground to grow in. Reading's two newspapers were a monopoly with very conservative views, and very little journalism. There was no local TV broadcast station. The cable station had thrown open its doors, but for the most part, only politicians and organized groups had come in.

Black and Spanish speaking leaders were most enthusiastic about the project, telling us that their problems had never been honestly reported.

To launch the project, Berks Cable gave us a room, a telephone, and invited the newspaper to do a story. The story brought in the first twenty people for classes. After two weeks, Berks Cable persuaded ATC to order the equipment

promised for six weeks.

Most of the people who came in response to the story were not the disenfranchised, or social militants looking for a forum. Mainly they were private individuals looking for a means of self expression, or representatives of Reading's many non-profit organizations desirous of publicity. They were people who felt that there was much to be said about Reading that the media had not been saying. We turned away only commercial interest, political agencies, and the public schools. All had access to media already, and we did not have the facilities they required.

To the people who came, we taught the basics of operating the Portapack, and sent them out with video tape, inviting them to keep coming back and be part of the development of a permanent community-run workshop. They told their friends, and the group grew.

In the meantime, we continued efforts to be accessible to all strata of the community, by meeting with poverty groups, scheduling classes at neighborhood centers, etc.

PROGRESS: Up and Down and Up

After 5 weeks, the first general meeting was held. It was decided that there should be a regular open house every week to allow people a chance to see and comment on each other's work, and to discuss matters of concern to the workshop.

Out of these meetings will come whatever structure is to emerge for the group. One problem (with its good aspects as well) has been that the group is never quite the same from one week to the next.

After 6 weeks, Berks Cable hired a member of the workshop to serve full time to keep things running.

After 8 weeks, we had a backing of 3 hours of programming and were ready to start regular cablecasts. The group picked a name for itself, "Community Video Workshop," and for the cablecast, "Video Tapestry", and arranged to supply Berks Cable with an original hour every week, to be repeated three times. Going into the 4th week, the backlog for Video Tapestry is growing. More cable time will be available when necessary.

Some facts and statistics after 12 weeks:

Numbers of people

About 60 people have received training in video production. Out of these, perhaps half will be regulars.

Tapes Used

96 tapes have been put to at least 220 uses. Fourteen have been cablecast, with 8 more prepared for cablecast and at least 15 in the works.

Equipment Attrition

Two vidicon tubes have had to be replaced for burns. Minor repairs.

Classes

At the present rate of growth, a new group of 5 to 8 people begins training every two weeks. The present system is to require two 3-hour sessions on basic equipment use, one for viewing tapes made and discussion of production problems, and one on editing.

Feedback

Community response to Video Tapestry after 4 weeks on the cable is slowly coming in. People will notice. Reading is a small town in many ways, though its population is close to 100,000.

Location and Organization of the Workshop

So far, the only thing organized is the system of equipment maintenance, check in, and check out. Everything else is play it by ear. There is no real leader, and no goals. There is a feeling of come one come all, and do as the spirit moves. The workshop remains at the cable station. Earlier, much discussion had been devoted to the possibility of opening a storefront in the center of town. This was put aside until the time that the cablecasts were running smoothly.

and the group was more cohesive. It has not been re-opened as yet.

Notes on Tapes

The Bus Fuss

The first tape made for the cable by a workshop member, Peter Imber, did the camera work and entrusted the interviewing to a friend. Their subject was chosen on the spur of the moment, when the plan they had made for another tape fell through. Bus service was an object of much bitterness in Reading at the time, and certainly lent itself to the man-in-the-street approach. This tape led to some fruitful critical discussion about interview techniques, and overall planning of content. (The limitations of the one issue, one question to cover an entire half hour). But it also proved to everyone the wonders of the Portapack. The variety of humanity captured on tape, on the scene, was what it's all about.

Last Tape

Also by Peter Imber, this tape was of an entirely different nature from the Bus Fuss. It consists of artful, and humorous segments of gentle irony, combining music, and dialog. Peter gave it its title because he was soon to leave for a year abroad. His facility and versatility with video had been a lesson and encouragement to all of us.

Neversink Hike (erased)

Neversink Mountain had created a mountain of contention in Reading. The issue was whether the city council should allocate funds for a study on developing it. Jim Von Niede, on camera, opposed the study, but Virginia ("Bill") Ollendorf, on mike, favored it. Needless to say, they had difficulties in interviewing. Their plan was simple: to go to the mountain, talk to the people who use it and live on it, and explore its terrain. The difficulty which arose was not so much that they disagreed, but that they both seemed to feel that their biases should not show. Because they were suppressing their biases, they had trouble planning their approach. This led to a discussion which clarified the nature of the open access idea to other workshop members. The concept of equal representation of opinion to the point of saying nothing, is an ingrained as all the other standard TV formats. Persuading ourselves that it is now possible to express our own opinions, unalloyed by omniscience, is an unfinished effort.

In spite of themselves, however, their tape was biased against the study. It was cablecast the night before the city council vote, and no one dared suggest that it might have influenced the vote, which rejected the study. However, we do know that people were watching because a member of the housing authority complained, and a number of people congratu-

lated the workshop for getting a camera up on that mountain.

Red Light or Red Tape

Jim Von Niede worked this time with a friend as interviewer, and did not hesitate to show his bias: that a traffic light should long ago have been placed at a dangerous Reading intersection. As was the case with the Bus Fuss, the original intention was to shoot something different and the subject was a spur-of-the-moment choice. It has some of the same limitation of the one-issue tape, as the Bus Fuss. However, by moving from the street to peoples' homes to the local story, they included enough variety to keep it moving. Except for the addition of the titles, music and narration, this tape is the same as it came out of the camera. We ran an ad in the paper to announce its cablecast, feeling that it merited extra attention.

Junior Achievement Trade Fair

Demonstrates the ability of four teenagers (aged 13 to 15) to produce a perfectly acceptable video documentary. They had only two lessons in the use of the Portapack before making this tape completely on their own -- and were justifiably proud of their work.

Circus People

Behind the scenes at the Shrine Circus - a one-man

effort by Joe Masciotti. This tape is not only fun, but also a good demonstration of unity of approach. It was Joe's first tape for cablecast.

Miss NAACP & The Girl Scout Mallorama

An edited tape, consisting of segments of two different productions, this was the first offering of Video Tapestry. Workshop members often seem to turn to such subjects: i.e., highlights of local events and functions. Since there is no local TV news, and these events create ready-made subjects, this is natural enough.

The Miss NAACP Contest was a first effort by the Black Video Workshop.

The Girl Scout Mallorama was taped by a middle-aged woman staff member of the Girl Scouts.

Anyone for Bridge

Karen Nichols devoted intensive time and effort to working out the best way to videotape the game of bridge. She had been told that others had spent thousands of dollars and had failed. Her purpose was to attract Reading's large population of bridge players to Video Tapestry. After a month of preparation, the actual taping of the show took 8 hours for Karen and two helpers. The cost: $25.00 plus a babysitter for Karen's children.

LIST OF TAPES MADE BY THE COMMUNITY

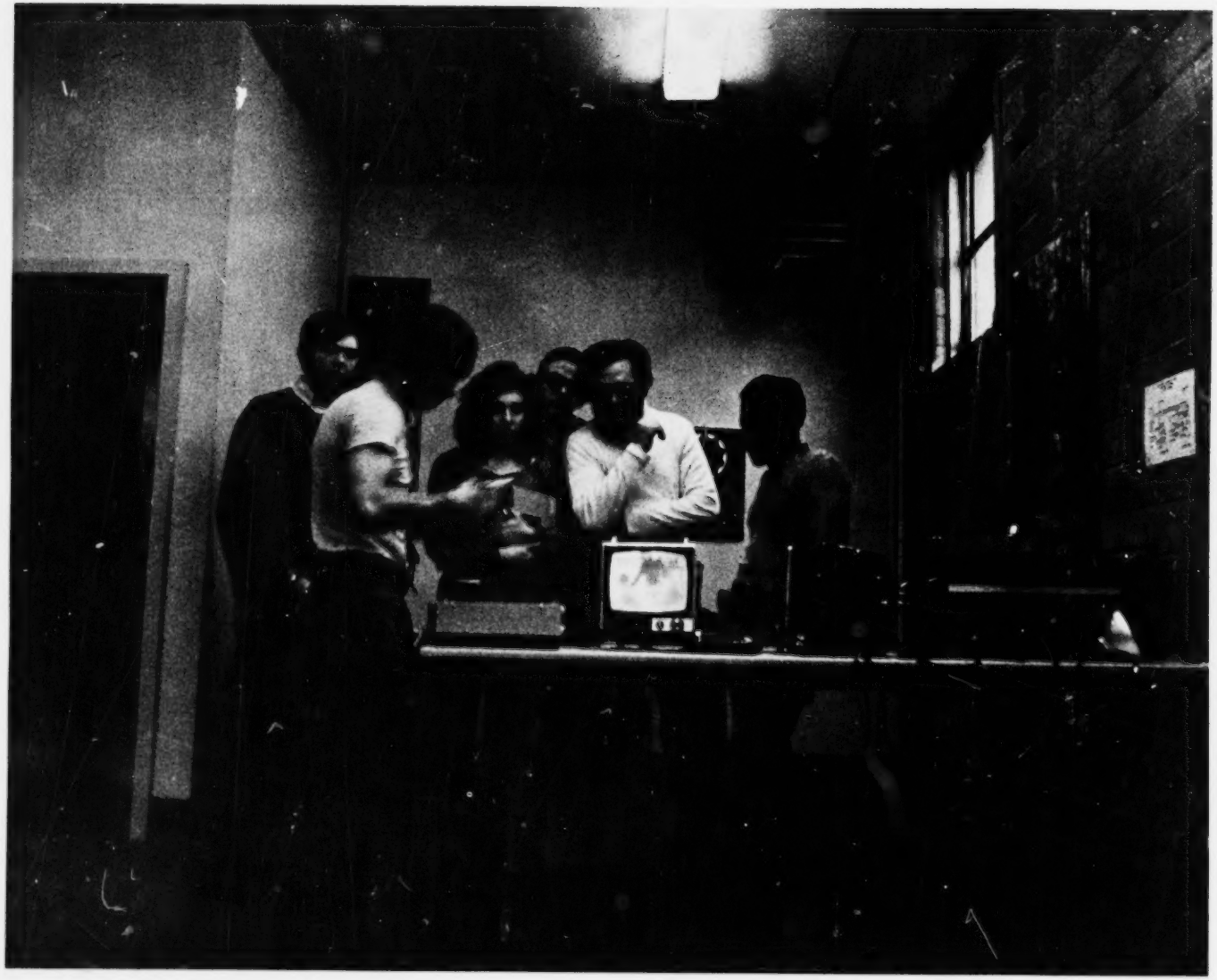
VIDEO WORKSHOP

Practice Session at Workshop Member's Home
Black Leader Teens Talk
Demonstration tape by Phyllis Johnson
Fellowship House Workshop
Circus People
Turn About
Limekiln
Folk Singing in Country Store
Trash
H. E. L. P. Emergency Phone Service Workshop
H. E. L. P. Emergency Phone Service Training Session
Junior Achievement Trade Fair
Sheep Ranch
The Shadow
Rehersal Tape
The Bus Fuss
Kennedy House with H. E. L. P.
Practice Tape Demonstration for Professional Communicators Club
Ego Tripping In Your Own House
What Do You Think of Red
Practice Tape
Groundhog Day
Practice Tape
Practice Tape
Editing & Splicing Class
Practice Tape
Practice Tape at Reading Model Cities Neighborhood Council
Bridge
Exeter High School
Workshop Meeting Tape
Kennedy House
Reading Redevelopment Authority
Saturday Program - Operation Kennedy
Sweetness
Turn About
Class - Trouble on Tape & Camera Problems
Teenage Class
Children
Projects for a Rainy Day
Intermediate Workshop Class
European Health Spa
Welfare Office

Neversink Mountain Hike
Practice Tape
Montessori School
Korvettes Fishing Contest
Transcendental Meditation
Handicapped Home - The design of a home for a handicapped person
Neversink Mountain
English Classes
Girls' Club
Spanish Classes
Reading Model Cities Neighborhood Council
Genesius Theatre Rehersal - "What's New Charlie Brown?"
Teenagers Talk I
Teenagers Talk II
Genesius Theatre - Painting Flats
Laughing, Talking & Playing
Musical Chorus Rehersal
Girl Scout Mallorama
Boy Scouts
Transcendental Meditation - #2
As It Is
Working/Playing
At Kalib's Crib with Comrade
French Creek Inn
Feedback
First Workshop Meeting at Berks TV Cable
Practice Tape
Sheep - II
Practice Interviews
The Meeting
The Forever Pinochle Game
Pets, Kids
Basketball Game
Talent
Senior Citizens Working
Comedy Time at the Moyer's Household
South Mountain on a Rainy Day
Tell It Like It Is
Girls' Barbershop Quartet
Ira Saul On Jazz Piano
NAACP Beauty Contest
Laugh With Me
Rock Music
Genesius Theatre - Tryouts for "Gentlemen Prefer Blondes"

Roller Skating
Junior Achievement Laugh-In
Basketball
Sound Problems at 550 and 3650
"This Is Your Life, Dr. Goodwin" - Part I
Reading Model Cities Neighborhood Council Meeting
Turn About
Feedback
Poetry
Thursday Meeting
"This Is Your Life, Dr. Goodwin" - Part II
Poetry Reading
Reading High School Play Rehersal - "How To Succeed In Business Without Really Trying"
Black Awareness at Kennedy House
John Lennon's Birthday Party
Handicapped Action Committee Meeting
League of Women Voters - Unit Meeting
French Creek Inn - II
Breakfast With Brett
Driver Training
Haak School Dancing Class
Basketball Game - all 4 quarters
Banquet
Football
Student Voter Registration at Kutztown College
Multi-Service Center
Tulpehocken
Smoke
Street Scenes - I
Street Scenes - II
Young Artist
Tasty Cake Commercial
The Hand
Untitled or Reflections
Hispano Panorama Meeting
Ducks
Feedback
Gold Medal
Modified Stock Car Interviews
Aggravation Collage
Yoga - I
Practice Edits
Reverend Don Robinson Speaks on H. E. L. P.
Genesius Theatre Rehersal
Dinner at Oliver's
Close-Up - Random Raps
Children's Theatre - Exeter School's Drama Club

Racing Interviews
View of W. V. Prison & Environs
Joe Builds a Camera Case
"MAHAVISHNV"
Montessori School
Turn About Training
If You Have a Weak Stomach or Session #2
Indian Guide Easter Egg Hunt
Greek Dancing & Music
Nan Pinero Writer Workshop
Experimental
Religions
Historical Projects
Red Light or Red Tape?
St. Peter's Village
In the Country
Heather Sings
Children's Poetry
Interview With Handwriting Expert
Beginning Class
Bridge Practice
Basketball
Anybody Have $75?
Montessori School
Organ Rectial
Feedback
Interviews
Handicapped
People Helping People
Yoga II
Religions
Bridge, Anyone?
Neversink Mountain Meeting
Genesius Rehersal
High School Play Practice
Bridge Game With Life Masters
Retarded Children's Center
Voting Machine Demonstration
Berks Personality
Rock & Roll Blues
Daniel Boone Homestead
Easter Interlude
One Suicide A Week



AMC
ALTERNATE MEDIA CENTER at New York University, School of the Arts

March 28, 1972

Mr. Earl Haydt, Manager
Berks TV Cable Co.
1112 Muhlenberg St.
P.O. Box 107
Reading, Pa. 19602

Dear Earl:

It has been a joy to work with you in Reading.

The Community Workshop has been functioning now for a couple of months and the response has exceeded our expectations.

So far as we know this project is unique.

The combined resources of ATC, Berks TV Cable and the Alternate Media Center at NYU have creatively allowed the development of a community-based, community-run workshop that begins to deal with what local origination can be.

In our initial discussions we talked about finding ways and means for this to happen. All indications are that given support a community can define and actively fulfill its own needs utilizing the multiplicity of channels available with cable.

Because of the environment developed in the workshop, people have felt free to explore their own interests--consequently, the range of material appears to be endless.

144 Bleecker Street, New York, N.Y. 10012, Telephone (212) 598-3339, 260-3990

The stimulation that the members of the weekly workshop meetings experience in their contact with each other provides the motivation to share ideas with the broader community. As a result each week new members join the workshop.

The community now has a vested interest in cable.

Without the support of Berks TV Cable and ATC none of this could have happened. The Reading project can serve as a model and we are most anxious to share this marvelous development with others.

It is good to know that as other cable operators contact you--you will be able to give them the benefit of your first hand experience.

Again our thanks.

Very truly yours,

Red Burns
Executive Producer

RB:pw

cc: Mr. M. Rifkin
Mr. J. Gault

National Cable Television Association, Inc.

April 28, 1972

Mr. Earl Haydt
Berks TV Cable
1112 Muhlenberg Street
Reading, Pennsylvania 19602

Dear Mr. Haydt:

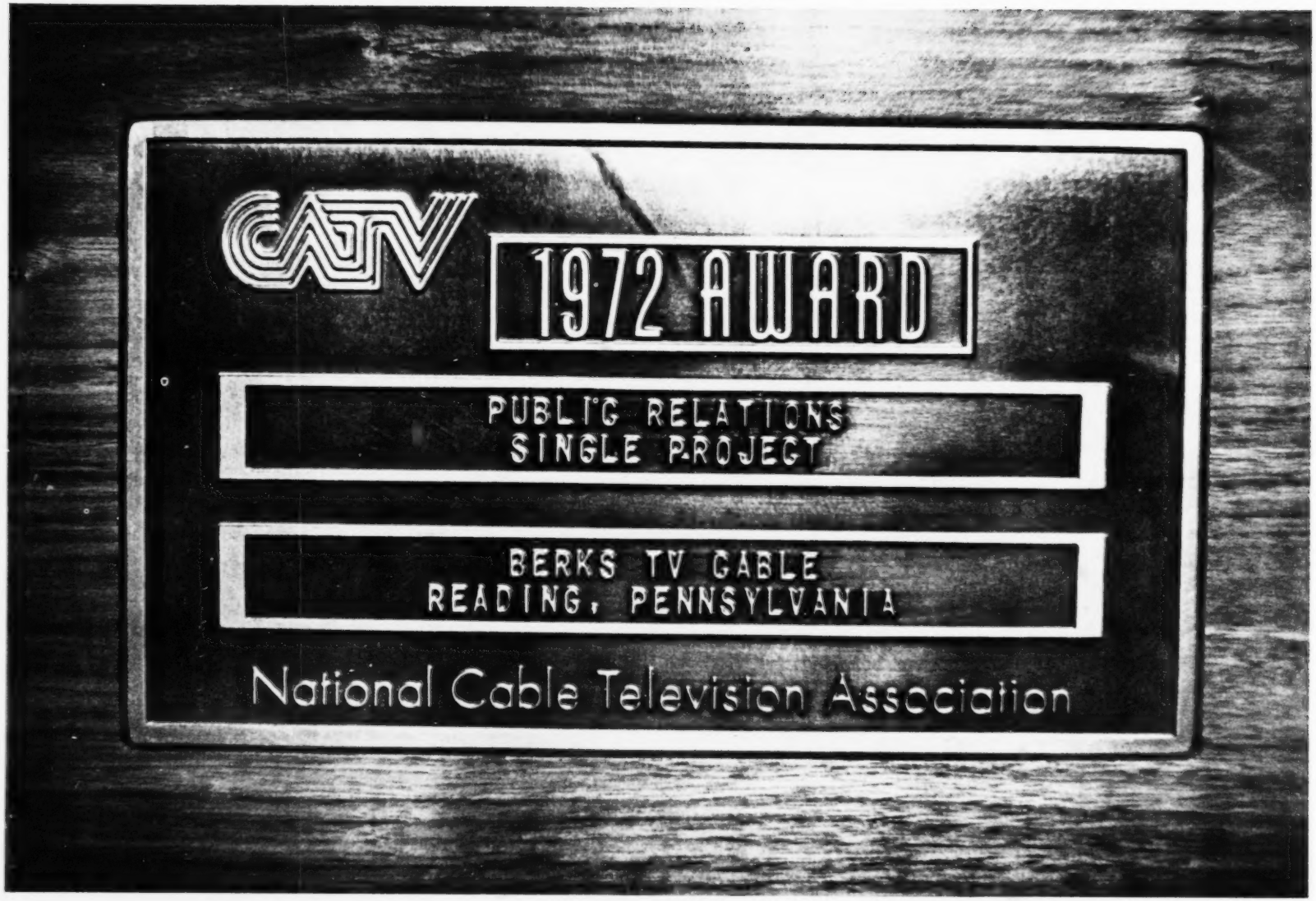
Congratulations on winning two prizes in NCTA's 1972 Advertising and Public Relations Contest. Your system won a First Prize in Public Relations, Single Project, Class 11 and a Second Prize in Public Relations, Continuing Program, Class 1.

We plan to present your plaques at the Tuesday luncheon, May 16, at the NCTA convention in Chicago. I would like to know as soon as possible who from your system will be at the luncheon to receive your awards plaques. I will contact you by telephone to let you know just how the awards will be made.

Again, my congratulations on your outstanding entries.

Sincerely,

Robert Stengel


CATV
1972 AWARD
PUBLIC RELATIONS
SINGLE PROJECT
BERKS TV CABLE
READING, PENNSYLVANIA
National Cable Television Association

PROJECT DESCRIPTION

A little less than one year ago we gathered together all the pertinent documents relating to our public access experiment in Reading, Pennsylvania. These documents, together with descriptive narratives by some of the participants and statistical information about the project, were compiled into a booklet to be distributed to interested parties in response to their inquiries. Word of our project spread rapidly and to date 1,000 copies of this booklet "A STORY ABOUT PEOPLE" have been sent to all parts of the country.

On a local level, this public access project, the Community Video Workshop, began to attract increasing numbers of Reading citizens; people with no experience in communications or television production. Information about the workshop spread through word-of-mouth by workshop members and through their regular "Video Tapestry" cablecasts. The silence of the local news media was deafening. Apart from two newspaper articles in the very early stages of the public access project and one accidental inclusion in a newspaper photograph, no notice was given by any of the established local news sources. This proved to be no hindrance to the project and, in fact, what developed was an alternate form of communications on a true grass-roots level. If anything, the silence of the local news media proved that citizens could bypass traditional forms of mass communications and concentrate on developing and communicating with selected small audiences. In effect, an individual or group could key their video communications to a selected audience without having to concern themselves with broadening the scope of their message to encompass a mass viewership or, in the case of minority groups, filtering their communications through an indifferent (or hostile) editorial policy. A case in point would be the "Deaf World" cablecasts which are directed to a deaf or hearing-impaired audience. Controversial groups such as the Black Muslims or the Ku Klux Klan, effectively barred from establishment controlled media, have found a vehicle for their unpopular views through our public access project. Demonstrating in the process that freedom of speech is not an abstract notion but a sometimes uncomfortable reality.

The major thrust of the Community Video Workshop has not been on the whole outside the mainstream of daily American life. As evidenced in our list of cablecasts from the workshop over the past year, the majority of public access programs have dealt with what people feel is right with Reading not what is wrong. A growing awareness of the public's right to be heard is the topic of some of the essays included in our entry. This awareness might best be illustrated by a workshop membership of over 300 local citizens; people who, for the most part see themselves in the role of

communicators in the broader sense for the first time.

Public access has proved to be a rallying point for many members of the community. Individualsseeking access to espouse their points of view come in contact, through workshop activities, with like-minded people and form groups to take action. This catalytic effect of public access is one of the great benefits accruing to the community-at-large. Single individuals seeking to enhance their lives and the lives of their peers are, in effect, powerless in the face of mass indifference. By rallying around a common problem and communicating the nature of that problem to a potential constituency they develop a numerically significant voice.

It is in the development of these groups, allied in self-interest, that we witness democracy in action. Enlightened citizens working together to redress grievences was the basis for the founding of this nation. In the face of a growing technology that threatens to engulf us all it is heartening to point to the emergence of a means by which that very technology can be guided toward enhancing the quality of all our lives.

COMMUNITY VIDEO WORKSHOP CABLECAST DATES IN REVERSE CHRONOLOGY

DATE	TITLE	PRODUCER
4/13/73	This is Your Life, Dr. Goodwin	Robert Wilson et al
4/12	National Women's Gymnastics	Robert Duddy R.R.D.
4/11	Reading Human Relations Council	Staff Members
4/10	ESP Mrs. Famous and friends	Jerry Vlasak
4/9	Robert Qualters, Painter	Joseph Masciotti
4/8	Human Relations Council (Live)	Staff Members
4/7	Repeat of weekly programs	
4/6	Save the Children	Brent Sheaffer
4/5	Jesus People of Reading	Don Thomas et al
4/4	Stone Marked Memory	Mary Richards et al
4/3	Trail of Broken Treaties	Michel Lefevre
4/3	Green Lariat Square Dance	Gene Fry/Jim Marshall
4/2	Elementary School Wrestling	Rick Mueller age 11
3/30	Jesus People of Reading	Don Thomas et al
3/30	Ku Klux Klan/White Unity	Mike Fox K.K.K.
3/29	Reactions to Previous K.K.K. Tape	Karla Jones/Jerry Vlasak
3/28	Olivet Boys Club	Joseph Masciotti
3/27	P.O.W. Capt. Jack Davies Return	Diane Evans (see photo)
3/26	Methadone Clinic of Reading	Staff Members
3/24	Repeat of weekly programs	
3/23	Latin America Day/Cole School	Bill Swarthout/students
3/23	Jesus People of Reading	Don Thomas et al
3/22	Shakey Planes PartII	Jerry Vlasak
3/21	Shakey Planes Part I	Jerry Vlasak
3/20	Capt. Jack Davies Part I	Diane Evans
3/19	Gymnastics Meet	George Burford
3/17	Repeat of weekly programs	
3/16	Jesus People of Reading	Don Thomas et al
3/16	Penna. Dutch Days	Ken Eschbach
3/15	Ku Klux Klan Parade/Meeting	Mike Fox K.K.K.
3/14	H.S. Discussion: Bigotry	George Burford
3/14	Free Speech & the Klan	Jones/Vlasak
3/13	Animal Rescue League	Vlasak/Eschbach/Lefevre
3/12	Reading Library Tour	John Daub & Staff Members
3/10	Repeat of Weekly programs	
3/9	Jesus People of Reading	Don Thomas et al
3/9	Children"s Story Telling	John Daub
3/8	Kutztown College Art Show	Faculty & Students K.S.C.
3/7	Ecology/Lake Ontalaunee	Jim Von Nieda
3/6	Child Care in Berks County	Brent Sheaffer
3/6	Bread & Vegetables	McElhone/Lefevre
3/5	Hoffman Industries Strike	Jim Whiteside
3/3	Repeat of weekly programs	

continued

COMMUNITY VIDEO WORKSHOP CABLECASTS continued

3/2/73	Jesus People of Reading	Don Thomas et al
3/1	Bookmobile	John Daub & Staff
2/28	Elementary Gymnastics Meet	George Burford
2/27	Roller Rink	Vlasak/Lefevre
2/26	The Deaf World	Mike Kemp
2/24	Repeat of weekly programs	
2/23	Jesus People Of Reading	Don Thomas et al
2/22	Olivet Boys Club	Joseph Masciotti
2/21	Powelton Folk Co-op Part II	Mary Richards, Brent
2/20	Powelton Folk Co-op Part I	Sheaffer, Dave Way
2/19	Ecology Tape	Von Nieda/Lefevre
2/19	Oley H.S. Science Fair	George Marciccin
2/19	Berks Cable Training Tape	Ricardo Dones
2/17	Waitresses	Karla Jones
2/16	Jesus People of Reading	Don Thomas
2/15	Jr. Achievement Trade Fair	Robin Hohl
2/14	Ride a Bike Parts I & II	Don McKechnie
2/13	Reading vs. Schuylkill Wrestling	Alicia Delgado
2/12	Homage to Roberto Clemente	Ricardo Dones
2/10	Repeat of weekly programs	
2/9	Jesus People of Reading	Don Thomas et al
2/8	Reading Recreation Department	Chris Gruber
2/7	R.R.D. Ping pong Matches	John Kramer
2/6	Short Subjects	Don Long & Friends
2/1-1/31	Busted	Vlasak/Masciotti
1/25-24	Who Killed Kennedy?	Paul Braun/Michael Clark
1/18-17	Camp Fire Girls	Pat Symanowicz
	Roqboqduc	Paul Braun & Friends
1/11-10	El Negro Poetry Readings	David Martin
1/4-3	Anti-War Sentiment at Albright College	Paul Braun
	Video Experiment at K.S.C.	Don Long
1/2	E.O.C. Board Meeting	Robert Wilson/Staff
1972		
12/27-28	Marionettes Show	Reading Community College Students
	Church Christmas Program	Ricardo Dones
12/20-21	Conversation with Captain Ochs of the Reading Police Department	Alan Shirk/Lefevre
12/13-14	Drug Rap	Karla Jones
	Bill Monroe at the Oley Fair	Alan Shirk
12/6-7	John Pittinger Sec. of Ed. Pa.	Sheaffer/Masciotti
	Bob Seidel at Lehigh University	Joseph Masciotti
11/29-30	Kentucky Greek in the Studio	CVW Members
11/22-23	Dr. Hess Drug Discussion	David Way
11/15-16	1st Anniversary Church of Christ	Rev. Robert Hale
	A Dam for Kutztown?	Alan Shirk
11/8-9	Election Day Coverage	Von Nieda/Masciotti
	10th & Green School Halloween Parade	Marcia McElhone
11/1-2	Berkshire Mall Workshop Exhibit	CVW Members
10/25-26	McGovern Rally Penn Square Reading	Von Nieda/Masciotti
	H.E.L.P. In-Service Training	Nonie Singleton
10/18-19	Does Anyone Know Who We Are?	Johnson/Sheaffer/Masciotti
10/11-12	Indian Museum & Short Dance Sequence	Louise Vogel
	City Park Rock Concert & Interviews	Matousek/McElhone
10/4-5	Waitresses	Karla Jones

continued

COMMUNITY VIDEO WORKSHOP CABLECASTS continued

9/27-28	The Baxter-Davis Tapes	Dave Martin
9/20-21	Memorial Service/Israeli Athletes	Martin/Masciotti
9/13-14	The Gypsy Moth Question	Bill Dryden
9/6-7	Philadelphia Folk Festival Part II	David Way
8/30-31	The Phila. Folk Festival Part I	David Way
8/23-24	Mrs. Sergeant's Class	Karla Jones
	Water Skiing Regional Meet	Jeff Swoyer
8/16-17	Experimental Tape	Brent Sheaffer
8/9-10	H.U.D. Emergency Housing-Trailers	Von Nieda/Ollendorf
	Long-Haired Motorcycle Enduro	Joseph Masciotti
8/2-3	Democratic National Convention	M.A.M.P.
7/26-27	Democratic National Convention	M.A.M.P.
7/19-20	SCUBA Water Safety	Joseph Masciotti
	Sludge-Inland Oil Spill	Reinert/Von Nieda
7/12-13	Abortion/Pennsylvanians for Human Life	Tom Ninetto
	The Guitar Lady	Ollendorf/Lonker
7/5-6	Places and Faces	Karla Jones
	Sheep Shearing Berks Crafts Center	Martin/Strohecker
6/28-29	Berks Arts Festival & Interviews	Joseph Masciotti
	Morra Contest and Annual Banquet	Terri Tucci
6/21-22	Handicapped Action Committee	Lonker/Sheaffer
6/14-15	Life Musicale - Church Group	Frank Moyer
	The Enormous Tank	Virginia Ollendorf
6/7-8	Vietnam Veterans Against the War	A. M. C./ V.V.A.W.
5/31-6/31	The Delaware State Ballet Company	David Way
5/24-25	Rasz-Poet and Untitled	Quaglia/Imber/Kearny
	Church of Christ West Lawn, Pa.	Rev. Robert Hale
5/17-18	Peter Imber's Last Tape	Peter Imber
	Children's Circus Rehearsal	Bruce Sands
5/10-11	Mahavishnu-The John McLaughlin Orch.	Sheaffer/Masciotti
	Yoga Part II	Peter Imber
5/3-4	Yoga Part I	Peter Imber
	Greek Dancing/Organ Recital/Toboggans	Sweigart/Sarangoulis
4/26	Voting	Ollendorf/Von Nieda

READING-BERKS
HUMAN RELATIONS COUNCIL

James F. Getz
Executive Director
230 North Sixth Street
Reading, Pennsylvania 19601
Telephone: (215) 376-7471

April 9, 1973

Mr. Michel LeFevre
Community Video Workshop
1112 Muhlenberg Street
Reading, Pennsylvania 19602

Dear Michel:

It is with the utmost gratitude that we acknowledge your acceptance of our one hour show "Report to the People", every Sunday between the hours of 6:00 P.M. and 7:00 P.M.

We would also like to thank your staff for their more than cooperative demeanor while training us in the use of the Sony 1/2" video tape equipment, along with the use of said equipment each week.

We find that our membership in the Community Video Workshop has greatly increased the effectiveness of our educational program at every level, and our analysis of current area wide conditions forecast the possibility of our making an even greater contribution to community affairs than we had hoped for. Through the use of your equipment, facilities and excellent technical advice, we anticipate enormous strides in the area of human relations for the Reading-Berks community in general.

We plan to use the cooperative image and attitude of the Community Video Workshop as a prototype for all future dealings with industry and social service agencies throughout the County, especially in matters relating to the establishment of a total community information center.

Sincerely,

WALTON R. JONES, Associate Director

WRJ/cas

"Hope for Tomorrow – End Discrimination Today"

PETER YONAVICK
VERNON K. SHAFFER
DONALD W. BAGENSTOSE
COMMISSIONERS

MRS. JONATHAN D. SPRINGER
DIRECTOR
DAVID M. KOZLOFF, ESQ.
ASSISTANT SOLICITOR
TELEPHONE 375-6121

BERKS COUNTY CHILDREN'S SERVICES

COURTHOUSE

READING, PENNSYLVANIA 19601

April 10, 1973

Michel LeFevre, Coordinator
Community Video Workshop
Berks TV Cable Co.
1112 Muhlenberg St.
Reading, Pa. 19602

Dear Mr. LeFevre:

Thank you for setting up the class in handling the Porta-Pak, as we discussed by phone today! Four other staff members from Berks County Children's Services will be accompanying me for the evening class on May 2.

We are looking forward to the class, and feel that this new skill will help us to serve the community, and its children, better. Thank you again.

Sincerely,

James L. Miller

James L. Miller, ACSW
Placement Supervisor

JLM:rc

BUREAU OF RECREATION
CITY OF READING

CITY HALL, READING, PA. 19601

April 5, 1973

Berks Television Cable Co.

Mr. Michel LeFevre

1112 Muhlenberg Street

Reading, Pa. 19602

Dear Mr. LeFevre:

This is to confirm our telephone conversation of April 5, 1973 in which I requested two one-half hour time slots for the showing of our weekly playground television show this summer. The weekly shows would begin on Saturday, June 16, 1973 and end on Sunday, August 26, 1973.

I would like to air the same show two times a week. The time slots requested are: Saturday - 11:00 A.M. to 11:30 A.M.

Sunday - 7:00 P.M. to 7:30 P.M.

Thank you very much for your cooperation.

Respectfully yours,

John P. Kramer

John P. Kramer
Supervisor of Playgrounds

P.S. The tentative title for the show is "Playground Happenings".